

The attached final proposal for a Downtown Fredericksburg parking deck represents the culmination of over a year's effort and partnership by the Donley's team and City representatives. This partnership has been dedicated to developing a solution to solve the City's downtown parking needs and to develop necessary infrastructure. This infrastructure is a required first step in attracting the type of development and growth identified and documented in Fredericksburg's mission statement and public plans for the future.

This parking deck both solves problems and creates future opportunities. The deck is...

- An identified mandatory component for two potential hotels that will spur downtown tourism.
- An anchoring point for the future riverwalk and social events along the river's green space.
- A solution to parking needs for public employees moving to the Executive Plaza, a move that will open up surface parking in other areas of the City.
- A source of additional parking for tourists and retail shoppers along Caroline Street and other locations nearby.

Utilizing the PPEA Act, Donley's team worked with City officials to accomplish objectives that previously could not have been accomplished because of up-front costs and cumbersome standard public procurement processes of the past. Without the PPEA approach, extensive up-front costs, the hiring of multiple consultants and a much longer time period would have been required to develop a potential solution. Finally, there would have been no guarantee of success for the time and up-front expense put forth under such an approach.

Through the up-front commitment of Donley's and the cooperation and effort of City staff and elected officials, this partnership has produced a project that all participants and the citizens of Fredericksburg can take pride in for years to come. The deck is also a major step in improving City infrastructure, while maintaining and enhancing its heritage.

Through a cooperative team effort that involved extensive public input, the final proposed project has produced the following:

- A parking deck sized to fit into the existing and future downtown architecture
- An architectural design of award winning quality
- A design that is not only complimentary to the area, but is true to the history of both Fredericksburg and Sophia Street where the deck will be located
- A design that will meet or exceed the standards of any existing historically sensitive parking deck built in the Commonwealth of Virginia
- A level of quality in materials and construction techniques that meet the quality standard of the design
- A design that reflects the input of the citizens and multiple stakeholders from all areas of the community and that, in the end, gained the unanimous support of a large task force appointed to represent the community
- A design that has its own identity, but will fit with future development along Sophia Street

There are many other benefits of this project and the PPEA approach that extend far beyond those previously described. Through this public-private partnership and the effort of the Donley's team, this proposal brings additional value that far exceeds simply an excellent design.

This value includes:

- Evaluation of multiple sites, negotiation for multiple sites, feasibility planning of the selected site and final negotiation of the selected site--**all at no cost to the City.**
- Final procurement of properties for a downtown site that serves multiple key end users and is ideally located to serve needed planned private downtown development **at no cost to the City.**
- The procurement of a buyer for excess property that will not be needed **so that the City will minimize its land costs and the associated risk and expense of selling unneeded property.**
- Sale of the required property **at cost** to the City.
- Extensive design work of multiple alternatives with extensive community input, all **at a cost that is less than the PPEA submission fee** that Donley's paid the City to submit its PPEA proposal.
- **A guaranteed cost for the proposed design** without significant up-front design cost.
- Construction management services (estimating, scheduling, value engineering) **at no cost to the City.**
- Single-source responsibility for design, construction and warranty.
- **A time frame for design completion and construction that is at least 1/3 less** than if this project would have been procured under a traditional design-bid-build approach.
- A Design/Build team of national and regionally recognized leaders in both the design and construction of parking decks and the design build construction delivery system.

Fredericksburg is on the leading edge of public/private partnerships and has been recognized for its ability to bring needed schools to the City through this process. Without the efforts of City staff that have worked with our team, the above proposal and the value it brings to the City would not have been possible.

Similarly, Donley's is committed to being a leader in the public/private partnership arena in Virginia as well. Our efforts to date indicate the degree of commitment and at-risk investment that our team has put into this project. A level of time and investment that few if any others would be willing to make. We made this investment because we believe in this project and the value it brings to the City.

We also made this investment because Donley's is committed to being the leader in working with public entities in Virginia through the PPEA. This leadership can only be accomplished through the successful completion of this project and a satisfied City of Fredericksburg.

We are committed to making this a very successful project for the City and building what we are firmly convinced will be an award-winning structure and a catalyst for future planned enhancements for Downtown Fredericksburg.